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TO AMCONSUL IBADAN

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AMEMBASSY LAGOS

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E.O. 11652: N/A

TAGS: BEXP, NI

SUBJECT: FY 1975 CCP REVIEW

REF: LAGOS 7019

1. WASHINGTON COMMERCIAL ACTION GROUP (WCAG) MET 4 AUGUST FOR FOURTH QUARTER AND YEAR END FY 1975 COUNTRY COMMERCIAL PROGRAM (CCP) REVIEW. WCAG COMPLIMENTS EXEMPLARY POST PERFORMANCE AND COMPLIANCE THIS FIRST CCP.

2. WCAG CONCERNED OVER TENDENCY IN PAST TWO YEARS AND IN FY 1976 FOR TRADE PROMOTION EVENTS TO CLUSTER IN THIRD AND FOURTH QUARTERS. COMBINATION UNAVOIDABLE CIRCUMSTANCES USUALLY DICTATES THIS UNFORTUNATE SITUATION. FOR EXAMPLE, WORLDWIDE SCHEDULING CONFLICTS AND U.S. INDUSTRY'S LACK OF COMMITMENT IN ADVANCE KILLED THE OTHERWISE APROPOS PRINTING TRADES MISSION. ONLY SOLUTION IS TO DO BEST JOB UNDER CIRCUMSTANCES. CANCELLING EVENTS WOULD DAMAGE CREDIBILITY COMMERCE RECRUITMENT FOR OTHER EVENTS AND CAUSE SEVERE UNCLASSIFIED

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TRADE PROMOTION BUDGET DIFFICULTIES. WCAG SINCERELY APPRE-

CIATES COMMENDABLE EFFORTS BEHIND SUCCESSFUL FOURTH QUARTER EVENT SCHEDULE IN SPITE OF RECORD NUMBER VISITORS, OFFICIAL AND OTHERWISE, TO NIGERIA. WCAG PARTICULARLY COMPLIMENTS EMBASSY AND CONSULATES SUPPORT TO COMMERCE FOUR MONTH RESEARCH ON U.S. EXPORT OPPORTUNITIES IN NIGERIA. IT IS HOPED THAT PLANNED NOVEMBER 3 RELEASE OF THIS SURVEY WILL ADEQUATELY REFLECT CREDITS WHERE CREDITS DUE.

3. LESSONS LEARNED FY 1975 CCP EXERCISE HOPEFULLY CAN BE ACCOMMODATED IN MORE FLEXIBLE WORKABLE FY 1976 CCP DOCUMENT. POST OBSERVATIONS IN FAVOR OF CAMPAIGN CONCEPT, ON ADHERENCE TO SCHEDULES, AND IN MOBILIZING OTHER ELEMENTS OF THE COUNTRY TEAM BEHIND CCP OBJECTIVES ARE WELL TAKEN. IT IS HOPED THAT TRADE PROMOTION EVENT THEMES FOR FY 1977 MORE SUITABLY FITTED TO CHARACTERISTICS, CONTRADICTIONS AND PECULIARITIES OF NIGERIA MARKET, CAN BE MOLDED FROM SUCCESSES OF CURRENTLY SCHEDULED EVENTS AND CONTINUED QUALITY "BEST PROSPECTS" AND MARKET RESEARCH SUBMISSIONS.

4. WHILE REPORTS RECEIVED ON MAJOR PROJECTS HAVE BEEN APPRECIATED, WCAG WOULD LIKE TO SEE EMBASSY AND CONSULATES TAKE MORE ACTIVE ROLE IN DIRECTLY SUPPORTING EFFORTS OF THOSE QUALIFIED AMERICAN FIRMS PURSUING MAJOR PROJECTS IN COUNTRY. FOR INSTANCE, MORE FREQUENT CONTACTS WITH APPROPRIATE NIGERIAN OFFICIALS, NOT ONLY TO OBTAIN INFORMATION, BUT TO DEMONSTRATE CONTINUING USG INTEREST IN SPECIFIC CONTRACT AWARDS, WOULD BE HIGHLY DESIRABLE. PARTICULAR EFFORT SHOULD BE MADE TO SEE THAT QUALIFIED AMERICAN COMPANIES ARE NOT PRECLUDED FROM BIDDING SITUATIONS THROUGH INADVERTANCE OR DISCRIMINATION, AS WAS THE CASE IN THE RAILROAD DEVELOPMENT PROJECT WHERE U.S. INDUSTRY HAS APPARENTLY BEEN ELIMINATED FROM CONSIDERATION FOR CONSULTANCY CONTRACT.

5. FLEXIBILITY BUILT INTO FY 1976 CCP, AND SIMPLIFIED FORMAT AND QUARTERLY REVIEW REPORTING INSTRUCTIONS SHOULD BE ABLE TO ACCOMMODATE LESS THAN DESIRABLE TIMING NEW OFFICER ARRIVALS. WCAG AGREES SOME MAN-DAYS LOST, UNDER THESE CIRCUMSTANCES, MAY WORK A HARDSHIP ON POSTS

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ADHERENCE TO SCHEDULE. BUT IT IS HOPED THAT CONCENTRATED EFFORTS OF THE NON-COMMERCIAL/ECONOMIC ELEMENTS BEHIND THE FY 1976 CCP, AS IN FY 1975, AND SLIGHT RESCHEDULING OF EVENTS, AS A RESULT OF LAGOS 7281, WILL ABSORB THESE LOST MAN DAYS. FYI: GLORIA BOZEMAN IN COMMERCE FOUR WEEKS (4-28 AUGUST) SAT IN ON WCAG MEETING AND IS WORKING MINIMUM FOUR DAYS WITH STEVE BLODGETT. SEP CABLE FOLLOWS CONFIRMING RESCHEDULED U.S. EXPORT PROMOTION

EVENTS LAST THREE QUARTERS FY 1976.

6. PRINTED COPIES FY 1976 CCP WERE AIR POUCHED 18 JULY. SISCO

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